

United States Department of the Interior
National Park Service

VLR-9-12-01
NRHP-61660

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**NATIONAL REGISTER OF HISTORIC PLACES
REGISTRATION FORM**

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in How to Complete the National Register of Historic Places Registration Form (National Register Bulletin 16A). Complete each item by marking "X" in the appropriate box or by entering the information requested. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name **ROANOKE CITY MARKET HISTORIC DISTRICT (BOUNDARY INCREASE)**
other names/site number **VDHR File No. 128-45; 128-5463 (302 Campbell Ave, SE)**

2. Location

street & number **302 Campbell Avenue, SE; 9 Church Avenue, SE**
city or town **City of Roanoke** vicinity **N/A**
state **Virginia** code **51** county (city) code **770** zip code **24011**

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1986, as amended, I hereby certify that this ☒ nomination ☐ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property ☐ meets ☐ does not meet the National Register Criteria. I recommend that this property be considered significant ☐ nationally ☒ statewide ☐ locally. (☐ See continuation sheet for additional comments.)


Signature of certifying official/Title

April 25, 2002
Date

Virginia Department of Historic Resources

State or Federal agency and bureau

In my opinion, the property ☐ meets ☐ does not meet the National Register criteria. (☐ See continuation sheet for additional comments.)

Signature of commenting or other official Date

State or Federal agency and bureau

4. National Park Service Certification

I, hereby certify that this property is:

☐ entered in the National Register ☐
See continuation sheet.
☐ determined eligible for the ☐
National Register
See continuation sheet.
☐ determined not eligible for the ☐
National Register
☐ removed from the National Register ☐
☐ other (explain): _____

Signature of Keeper

Date of Action

5. Classification

Ownership of Property (Check as many boxes as apply)

☒ private
☐ public-local
☐ public-State
☐ public-Federal

Category of Property (Check only one box)

☐ building(s)
☒ district
☐ site
☐ structure
☐ object

Number of Resources within Property

Contributing	Noncontributing	
<u>2</u>	<u>0</u>	buildings
<u>0</u>	<u>0</u>	sites
<u>0</u>	<u>0</u>	structures
<u>0</u>	<u>0</u>	objects
<u>2</u>	<u>0</u>	Total

Number of contributing resources previously listed in the National Register 60

Name of related multiple property listing (Enter "N/A" if property is not part of a multiple property listing.) **N/A**

6. Function or Use

Historic Functions (Enter categories from instructions)

Cat: **COMMERCE/TRADE** Sub: **WAREHOUSE**
COMMERCE/TRADE Sub: **BUSINESS**

Current Functions (Enter categories from instructions)

Cat: **COMMERCE/TRADE** Sub: **VACANT**
COMMERCE/TRADE Sub: **BUSINESS**

7. Description

Architectural Classification (Enter categories from instructions)

Commercial Vernacular

Materials (Enter categories from instructions)

foundation **brick, concrete**
walls **brick, concrete**
roof **composition**
other

Narrative Description (Describe the historic and current condition of the property on one or more continuation sheets.)

ROANOKE CITY MARKET HISTORIC DISTRICT (Boundary Increase) Roanoke, Virginia

8. Statement of Significance

Applicable National Register Criteria (Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing)

- ☒ A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- ☐ B Property is associated with the lives of persons significant in our past.
- ☒ C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- ☐ D Property has yielded, or is likely to yield information important in prehistory or history.

Criteria Considerations (Mark "X" in all the boxes that apply.)

- ☐ A owned by a religious institution or used for religious purposes.
- ☐ B removed from its original location.
- ☐ C a birthplace or a grave.
- ☐ D a cemetery.
- ☐ E a reconstructed building, objection structure.
- ☐ F a commemorative property.
- ☐ G less than 50 years of age or achieved significance within the past 50 years.

Areas of Significance (Enter categories from instructions)

ARCHITECTURE

COMMERCE

Period of Significance

1880-1950

Significant Dates

1920; 1924

Significant Person (Complete if Criterion B is marked above)

Cultural Affiliation

Architect/Builder

Narrative Statement of Significance (Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS)
☐ preliminary determination of individual listing (36 CFR 67) has been requested.
☐ previously listed in the National Register
☐ previously determined eligible by the National Register
☐ designated a National Historic Landmark
☐ recorded by Historic American Buildings Survey

☐ recorded by Historic American Engineering Record
#

Primary Location of Additional Data
☒ State Historic Preservation Office
☐ Other State agency
☐ Federal agency
☐ Local government
☐ University
☐ Other

Name of repository: **The Virginia State Library; The Virginia Room, Roanoke Public Library**

ROANOKE CITY MARKET HISTORIC DISTRICT (Boundary Increase) Roanoke, Virginia

10. Geographical Data

Acreage of Property **less than one acre**

UTM References

(Place additional UTM references on a continuation sheet)

Zone Easting Northing

Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title **Nancy Kraus for Commonwealth Architects, PC**
organization **First & Main, LLC** date **June 9, 2001**
street & number **6224 New Harvard Lane** telephone **(804) 304-6053**
city or town **Glen Allen** state **VA** zip code **23059**

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

- A USGS map (7.5 or 15 minute series) indicating the property's location.
- A sketch map for historic districts and properties having large acreage or numerous resources.

Photographs

Representative black and white photographs of the property.

Additional items (Check with the SHPO or FPO for any additional items)

Property Owner

(Complete this item at the request of the SHPO or FPO.)

name/title telephone
street & number zip code
city or town state

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 et seq.).
Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including the time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reduction Project (1024-0018), Washington, DC 20503.

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Roanoke City Market Historic District
City of Roanoke, Virginia

7. SUMMARY DESCRIPTION

302 Campbell Avenue, SE, and 9 Church Avenue, SE are located in the principal commercial district of downtown Roanoke. Part of the six-block area of the historic Roanoke City Market Historic District, the buildings are associated with the development and prosperity of the central market. Both buildings, along with the sixty other buildings nominated to the National Register in 1984, preserve a handsome and diverse collection of architectural styles in a grid plan. The majority of buildings in the district are two and three story commercial structures, constructed of brick, with a period of significance ranging from 1880 to 1950. Both buildings included in the boundary increase are constructed of brick and are consistent in scale, style, and detailing with the surrounding buildings.

ARCHITECTURAL ANALYSIS

Occupying nearly a full city block, the Gorla Brothers Grocery Building, 302 Campbell Avenue, SE, is located on the northeast corner of Campbell Avenue and Third Street, south of the Norfolk and Western Railroad and west of I-581, in downtown Roanoke, Virginia. The construction of the interstate (I-581) precipitated the demolition of the surrounding buildings to the north, east and south. However, the building is situated just one block east of the Roanoke City Market Historic District, and it is visually related to the buildings to the west across a triangular square of land. The master plan for the City of Roanoke provides for landscaping of this triangle to create a miniature park that will tie 302 Campbell Avenue, SE even more closely to the buildings of the district.

Constructed in 1924, 302 Campbell Avenue, SE, displays commercial vernacular architectural style with modest Italianate embellishment. The front portion of the building measures 40 feet by 58 feet while the rear wing extends approximately 72 feet by 170 feet. The entire building encompasses approximately 27,711 square feet of space. The main block of the three-story, three-bay brick warehouse is constructed in 6-course American bond. Distinctive features include a parged concrete foundation, precast concrete sills and lintels, a flat roof with paneled parapet, and a stepped brick cornice topped by a decorative mouse-tooth row of brick. Fenestration consists of 32-light metal windows on the front facade and 6-light metal windows on the east and west (side) elevations. The rear extension of the building is two stories high and is similarly detailed. To the east, a 2-story side wing with a loading dock appears to be a later addition to the building. It is tied to the rear 2-story section of the original building. The transom in the front entrance has been closed in and the entry door is covered with plywood. Some of the basement windows have also been enclosed.

The interior is generally comprised of open storage area except on the first floor where partitions provide space for a half bath and several offices. A freight elevator manufactured by Roanoke Elevator and wooden stairs provide access to the second floor. The basement level has concrete floors and walls and concrete vertical supports with wood joists overhead. A concrete ramp provides basement access from Third Street. The first floor area is finished with plank flooring, brick walls, and exposed wood joist ceilings. Wood beams, set on a ten foot center running lengthwise and on a fifteen foot center running widthwise, provide interior structural support. The second floor has nine foot ceilings, wood flooring, brick walls and a truss roof. Old knob and tube wiring is exposed in the ceiling joists. The third floor,

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Section 7/8 Page 2

Roanoke City Market Historic District
City of Roanoke, Virginia

accessed by wooden stairs, has pine flooring, brick walls, and exposed wood joists.

9 Church Avenue, SE, is situated next to the prominent landmark No. 1 Fire Station, constructed in 1888 and individually listed to the National Register. Modern alterations to 9 Church Avenue, SE, have obscured its Italianate-style architectural design. Above the first story, a simple recessed brick panel and arched masonry openings preserve a semblance of its historic architectural appearance. Constructed ca. 1920, the building is two-stories high and four bays wide. The building has a poured concrete foundation and a flat roof with parapet that has been covered with standing seam metal to emulate a false Mansard roof. At street level, the historic commercial storefront has been covered with wood siding. The storefront features three 9-light fixed windows and a single-leaf door with 9-lights and one panel. Above the entrance, a false Mansard roof overhang has been added. At the second story level, four arched masonry openings are in-filled with 8/1 double-hung metal windows and wood panels.

8. STATEMENT OF SIGNIFICANCE

The Gorla Brothers Wholesale Grocers Building and 9 Church Avenue, SE, qualify as contributing buildings to the Roanoke City Market Historic District (Boundary Increase) under Criterion A in the area of Commerce/Trade. Both buildings are related to the commercial history of the city market in Roanoke. The buildings also qualify under Criterion C in the area of Architecture because they are representative of typical commercial architectural design concentrated in the district. The Roanoke City Market Historic District was listed on the Virginia Landmarks Register and the National Register in 1984 as Roanoke's most significant commercial and mercantile center. As previously stated in the nomination report, "In Roanoke, the historic fabric of the city's Market District lends such a special identity to the city's downtown, having served as the primary marketplace for Roanoke and the surrounding six-county area for over a century."¹ The inclusion of 302 Campbell Avenue, SE, and 9 Church Avenue, SE in the Roanoke City Market Historic District is justified because both buildings are similar in age, scale, materials, and architectural style to other buildings located in the district and also because both buildings are historically linked in their early function to the operation of the City Market.

HISTORICAL ANALYSIS

302 Campbell Avenue, SE, is tied historically to the Roanoke City Market Historic District because of its close relationship to the Gorla Brothers, Inc., wholesale grocers, who operated in their business in close proximity to the City Market and who provided essential business services, along with numerous other wholesale grocers, to the thriving City Market. The original charter for the City of Roanoke included an authorization for the establishment of a municipally operated market. Stalls in the original market building, completed in 1886, were occupied by farmers selling fruits and produce to city residents. From the late 19th century into the present century, Roanoke expanded and prospered. In 1920, the old market building was replaced by the larger red brick facility that is in use as a market today. According to the National Register Nomination for Roanoke City Market Historic District, "The rapid growth of the City of Roanoke at the end of the 19th century and in the early years of the present century was followed

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Roanoke City Market Historic District
City of Roanoke, Virginia

closely by expansion of the market area...It was during this period that the wholesale produce trade tended to dominate the area. The vast majority of farmers using the market sold most of their produce through wholesale channels, and there developed a large complex of food wholesale dealers within the area." Gorla Brothers, Inc. Building is part of this complex of facilities occupied by dealers who were tied to the operation and prosperity of the City Market.

From as early as 1910, Joseph A. and Richard Gorla, principals of the firm known as Gorla Brothers, Inc., operated a wholesale grocery business in downtown Roanoke. Their earliest site of operation was 111 Salem Avenue, SE, in the heart of the Roanoke City Market Historic District. In 1913, Richard Gorla and Butress A. Gorla occupied 111 Salem Avenue, SE, and Joseph A. Gorla moved to 121 Campbell Avenue, SE, also in the City Market District. Then in 1924, Gorla Brothers, Inc. expanded their grocery business with the purchase of 302-306 Campbell Avenue, SE, former site of the Randolph Wagon Yard (ca. 1907-1923). Gorla Brothers, Inc. constructed the current building at the site and occupied it between 1924 and 1937, primarily for their wholesale grocery operation but also for Gorla Brothers Coffee Roasters between 1931 and 1937. The building was subsequently occupied by Sou Grocery Co., Inc. (1937-1952) and Virginia Foods, Inc. (1952-1965), both wholesale grocers, and by Bluefield Hardware, Inc., a wholesale hardware company, between 1965 and 1979. The building has been vacant since 1980.

Prior to the construction of I-581, 302 Campbell Avenue, SE, and other period buildings located along Williamson Road between Salem and Franklin Streets were part of a continuum of buildings that developed historically in conjunction with the growth and prosperity of the City Market. Construction of the interstate and the then-prevailing philosophies related to urban renewal fostered widespread demolition of the buildings immediately surrounding the Gorla Brothers, Inc. Building. Extending the boundaries of the Roanoke City Market Historic District to include 302 Campbell Avenue, SE will help to restore the building's historic context and to ensure the preservation and rehabilitation of the structure.

In the early part of the twentieth century, the site at 9 Church Avenue, SE, was occupied by Dr. Bannister's Infirmary for sick horses, dogs, etc. and Luther Rhodes, horseshoer.² An historic photograph taken of the adjacent No. 1 Fire Station shows a one-story, brick and slate building that covers essentially the same footprint as the current building.³ The existing two-story brick building was constructed in 1920 for the Campbell Motor Car Company.⁴ Several additional businesses were also occupants of the building between 1924 and 1928, including the Motor Finance Corporation, the Toledo Scale Company, US Slicing Machine Company, Hobart Manufacturing Company, and A.B. Camper, identified in the City Directory as a traveling salesman for the Toledo Scale Company. Both the Toledo Scale Company and the US Slicing Machine Company are likely to have found customers for their products in the nearby City Market. Between 1928 and 1945, several billiards clubs were located at 9 Church Avenue, including the Roanoke Pastime Billiards Club, the Athletic Amusement Club, and Paddocks Billiards.⁵ In 1948, Harne's (or Horne's), a shop for women's accessories, millinery and furs, moved into the building and remained there for nearly thirty years. Since 1989, the building has served as the office of the American Cancer Society.

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Roanoke City Market Historic District
City of Roanoke, Virginia

9. BIBLIOGRAPHY

Barnes, Raymond P. History of the City of Roanoke. Radford, Virginia: Commonwealth Publishing Press, Inc. 1968.

Bruce, Carolyn Hale. Roanoke, A Pictorial History. Roanoke, Virginia: Stone Printing Company. 1976.

Hill's Roanoke, Salem, Vinton City Directories. Richmond, VA: Hill Directory Co, Publishers, 1912-1981.

Kagey, Deedie. When Past is Prologue: A History of Roanoke County. Roanoke, Virginia: Walsworth Press, Inc. 1988.

National Register of Historic Places Inventory-Nomination Form, located in the Archives, Department of Historic Resources, Richmond, Virginia.

Photograph and other selected files, Virginia Room of the Roanoke Public Library, Roanoke, VA

Virginia Polk's Roanoke, Salem, Vinton City Directories. Richmond, VA: R.L. Polk & Co., Publishers, 1982-2000.

10. GEOGRAPHICAL DATA

UTM References

<u>Zone</u>	<u>Easting</u>	<u>Northing</u>
17	594,171	4,125,333
17	594,334	4,125,360
17	594,242	4,125,409
17	594,171	4,125,389
17	593,974	4,125,163
17	593,967	4,125,163
17	593,968	4,125,148
17	593,975	4,125,147

Verbal Boundary Description

The verbal boundary description recorded in the original National Register Nomination for the Roanoke City Market Historic District should be amended as follows:

From a point (A) at the northwest corner of Campbell Avenue and Williamson Road, thence approximately 490 feet east along Campbell Avenue to a point (B) at the intersection of Campbell Avenue and Salem Avenue; thence approximately 450 feet west along Salem Avenue to a point (C) at

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the intersection of Salem Street and Williamson Road; thence approximately 170 feet west to the origin at Williamson Road.

From a point (E) at the northwest corner of Parcel # 4011706 on Church Avenue, thence approximately 25 feet west to a point (F); thence approximately 75 feet south to a point (G); thence approximately 25 feet east to a point (H); thence approximately 75 feet north to the origin at point (E).

Boundary Justification

The enlarged boundaries for the Roanoke City Market Historic District (Boundary Increase) were formulated after a physical survey of the properties and after historical research revealed that both buildings are related to the majority of properties in the existing district. Both 302 Campbell Avenue, SE, and 9 Church Avenue, SE are contiguous to the Roanoke City Market District, and both buildings are comparable in age, scale, materials, and architectural style to other buildings located in the district.

Endnotes for Sections 7 and 8:

1. National Register of Historic Places Inventory-Nomination Form, Department of Historic Resources, Richmond, VA, p. 3
2. Bruce, Carolyn Hale. Roanoke, A Pictorial History. Roanoke, Virginia: Stone Printing Company, 1976, 88.
3. Ibid., 88.
4. Hill's Roanoke, Salem, Vinton City Directory. Richmond, VA: Hill Directory Co, Publishers, 1920.
5. Hill's Roanoke, Salem, Vinton City Directories. Richmond, VA: Hill Directory Co, Publishers, 1928-1945.

NEW RAILWAY STATION

↑ NORTH

22' ALLEY

SALEM

AVENUE

CAMPBELL

AVENUE

以爲然

AVENUE

CHURCH

AVENUE

ROANOKE CITY MARKET HISTORIC DISTRICT (BOUNDARY INCREASE)

Scale: 1"=200'

TAEWELL



Roanoke City
Market District
(Boundary
Increase)

302 Campbell
Ave, SE

UTM ref.

	E	N
A	594 171	4125 333
B	594 334	4125 360
C	594 242	4125 409
D	594 171	4125 389
E	593 974	4125 163
F	593 967	4125 163
G	593 968	4125 148
H	593 975	4125 147